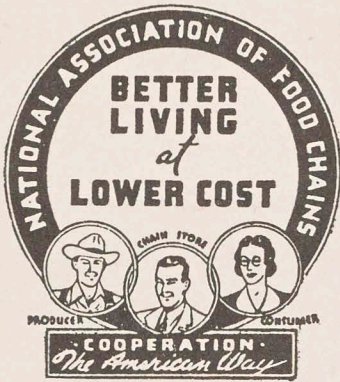


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

PAUL V. McNUTT**
endorses this program and **URGES ALL FOOD CHAINS**
TO PARTICIPATE

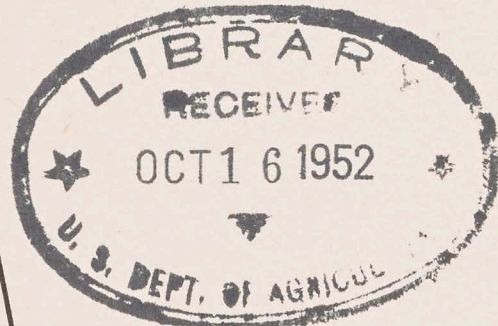


ALL FOOD CHAINS

NOW CAN JOIN IN

"NATIONAL NUTRITION PROGRAM"

... with advertising and promotion material designed especially for food chains ...
Endorsed and supported by Government ... Approved and recommended to you by
your Association's Executive Committee.



THE TIE-UP — for a follow-through

ONE

National Nutrition Program

Aim is to popularize good nutrition. Set of Official Food Rules and Official Design illustrating them have been adopted (shown on large poster below) ... Also, an Official "Uncle Sam" Symbol has been adopted. Its use identifies your participation in National Nutrition Program.

It is nationwide effort by thousands of leaders in consumer movement ... coordinated through Federal Government and regional, state, county, and local committees.

Soon will be widely publicized and advertised via radio, newspapers and periodicals by manufacturers, large wholesalers, and others. In this united program food chains have a definite, dis-

tinctive role and opportunity. It is a "natural" for food chains, with excellent merchandising possibilities.

TWO

3,000 Regional, State, and Local Nutrition Committees

These are the coordinating groups out on the firing line. They carry the "good nutrition" message to consumers. They are composed of public-spirited men and women who, like you, are devoting their time and energies to war work. Also, like the food chains, they are fighting on the HOME FRONT.

They are technicians, Home Economists, nutritionists who provide material and assistance to

8,000 Red Cross nutrition classes, numerous other local groups.

Their job, and yours, is to help maintain public health, to help maintain civilian morale.

THREE

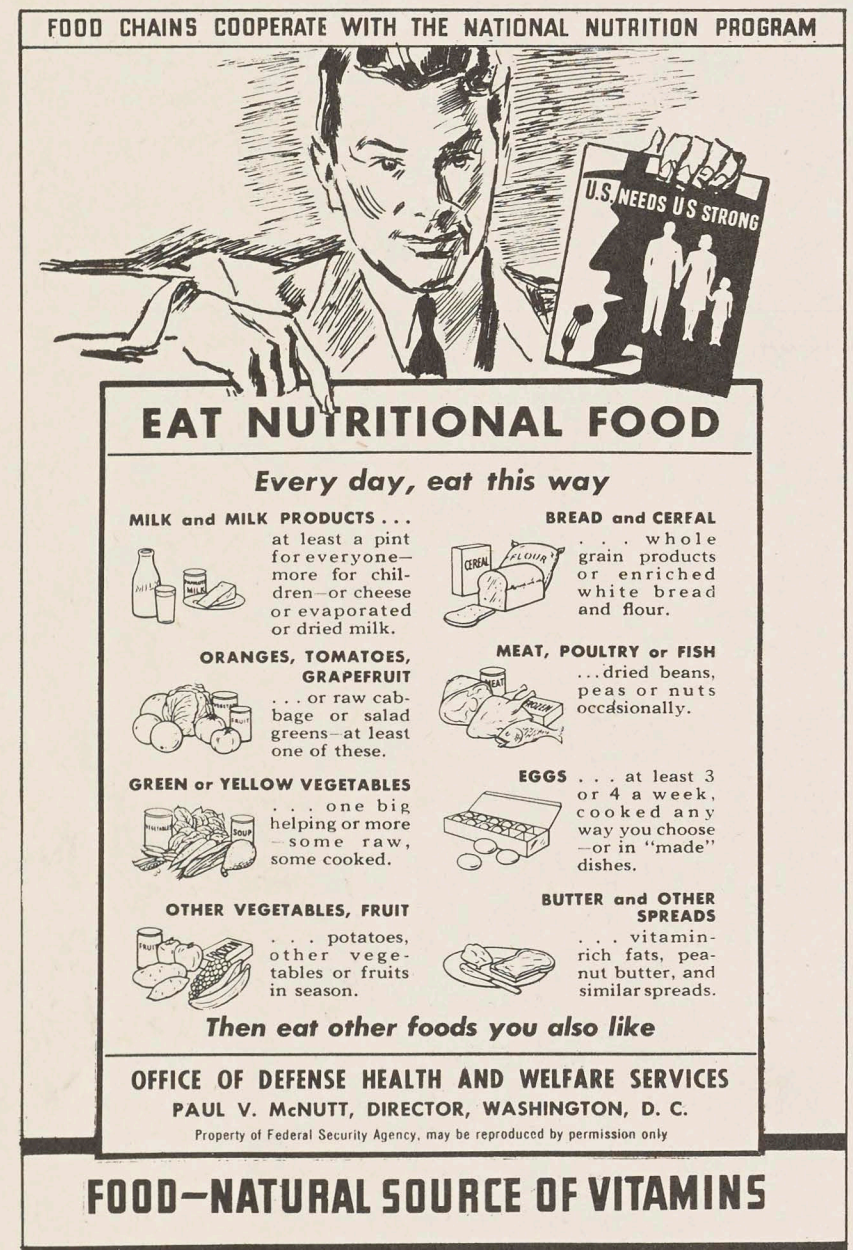
Food Chain Nutrition Program

Approved more than a year ago by your far-sighted Executive Committee ... Ratified at 1941 Annual Meeting by member companies ... It extends and broadens food chain service to consumers.

It utilizes the organized food chain merchandising systems for bringing to consumers scientific information on good nutrition ... It does this at the strategic point: where the consumer buys her family's food — the chain food store !!

** As Administrator of Federal Security Agency, Governor McNutt is the Government official charged with responsibility of administering the National Nutrition Program.

POSTERS LIKE THESE FORM THE FOUNDATION FOR A 7-MONTH MERCHANDISING PROGRAM. Two Large "Theme" Posters and Six Commodity Group Posters Comprise a Set. They are Executed in 8 Colors and Come to You as Scheduled (May to November) or will be sent in one shipment if you prefer.



THEME POSTER — 20" x 30" — First piece to be sent to you as part of this merchandising program. It embodies the Official Food Rules and Symbol, which are to be widely publicized.

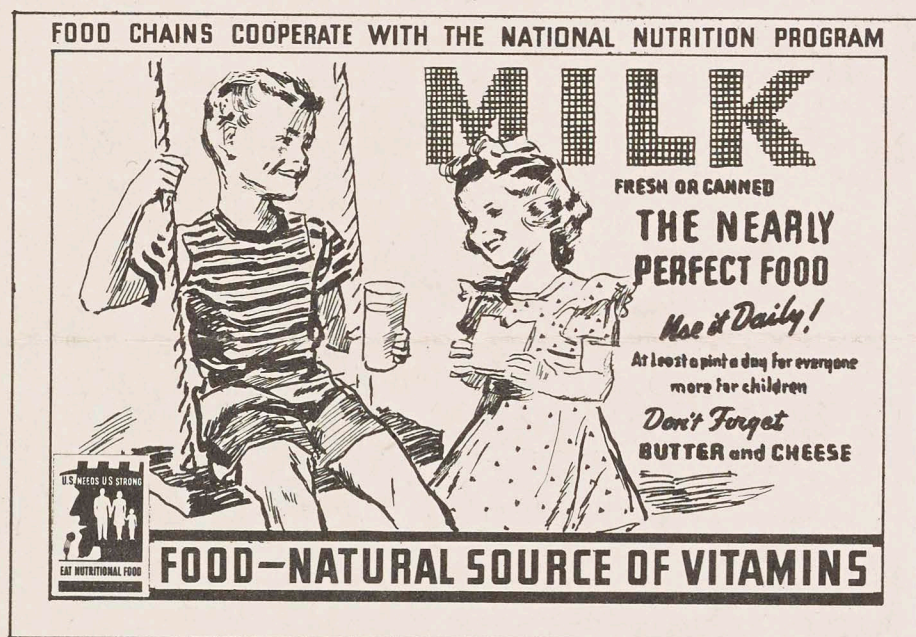


EARLY IN MAY you receive for each store the first shipment of posters:

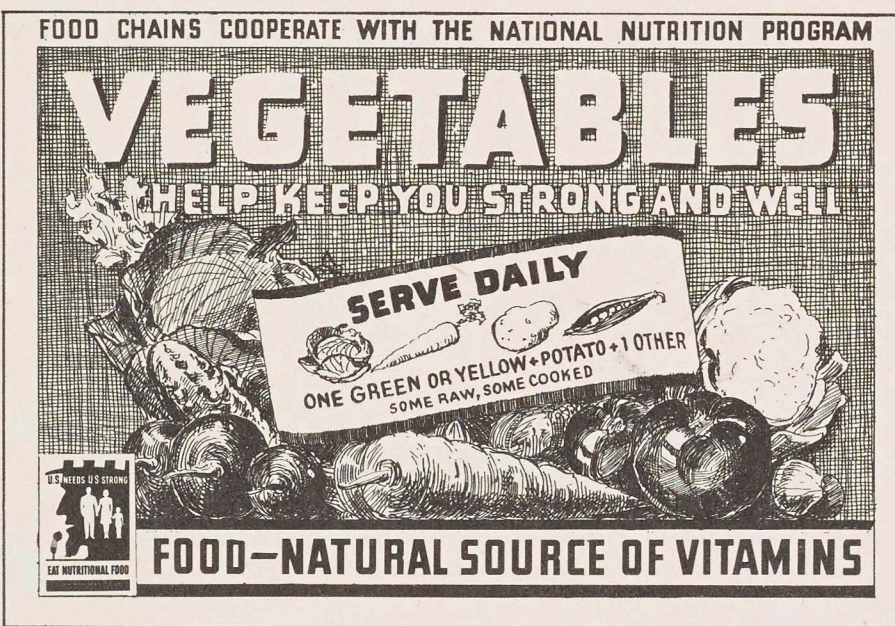
- One "Theme" Poster, 20" x 30"
- One Egg Poster, 21 1/2" x 14 3/8"

Then, each month until November you receive a new commodity group poster.

(August is exception, when you receive a fresh "Theme" poster.)



In JUNE you receive this **MILK and DAIRY PRODUCTS POSTER**, 21 1/2" x 14 3/8". (It ties in with June Dairy Month.)



In JULY this beautiful **VEGETABLE POSTER**, 21 1/2" x 14 3/8", helps you sell more produce.

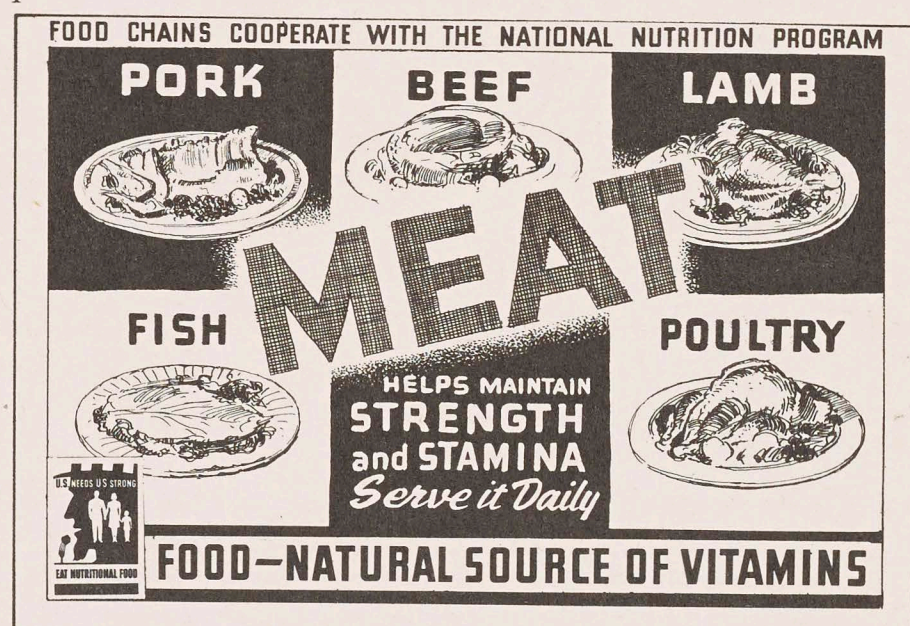


In AUGUST another **THEME POSTER**, 20" x 30", is sent you for each store, as a "refresher."

NOTICE THAT COMMODITY GROUP POSTERS TIE IN WITH FOODS IN SEASONAL ABUNDANCE



In SEPTEMBER a sales-stimulating **BREAD and CEREALS POSTER**, 21 1/2" x 14 3/8", peps up your dry groceries department.



In OCTOBER the illustrated **MEAT POSTER**, 22 1/2" x 14 3/8", stimulates that fall desire for heavier foods.



In NOVEMBER this **FRUIT POSTER**, 21 1/2" x 14 3/8", will be up in your stores to tie in with the fall movement of apples, pears, citrus and other fruits.

All posters are in eight colors — beautifully executed. Lithographed on heavy, coated stock, for durability. You leave the **THEME POSTER** up continuously and supplement it each month with one of the smaller commodity group posters.

Observe that the whole program ties in with the National Nutrition Program and the Food Rules. (See **THEME POSTER**.)

YOU WILL RECEIVE EACH MONTH SUGGESTIONS FOR ADVERTISING BOX TIE-INS; ALSO HELPFUL ILLUSTRATIONS, RECIPES, MENUS, AND OTHER NUTRITION INFORMATION ABOUT SPECIFIC COMMODITIES TO AROUSE INTEREST IN YOUR ADVERTISING COORDINATED WITH MONTHLY COMMODITY STORE POSTERS.

These will be valuable in newspaper advertising, company news sheets, special nutrition leaflets, and other promotion tie-ins with the store posters and the National Nutrition Program.

YOU CAN PARTICIPATE AT LOW COST. HERE IS THE PROGRAM — READ IT — SIGN AND MAIL ATTACHED POSTCARD.

An Opportunity To Perform An Outstanding Public Service

WHAT? Food Merchandising based on official standards of good nutrition.

WHO? All Chain Food Companies.

WHERE? Right in your stores — in your regular business operations without requiring burdensome task of store personnel.

WHY? To cooperate with National Nutrition Program ... to continue your policies of leadership and furthering the public interest ... to attract consumer attention to healthful, abundant foods ... to further your policy of assisting farmers broaden their markets ... to help build stronger Americans ... **TO HELP WIN THE WAR!**

WHEN? Starting early in May.

HOW? By joining in this organized Food Chain program — **NOW!** SEND YOUR ORDER AS EARLY AS POSSIBLE — deadline for orders — April 17th.

A PRACTICAL PROGRAM, based on sound merchandising principles ... Will help you tie in with current WAVE OF INTEREST in nutrition ... CONCENTRATES ATTENTION on foods in abundant supply ... Definitely is PART OF WAR EFFORT ... Equally helpful and valuable to food chains of ALL SIZES ... It is an AMAZING VALUE — only \$1.00, f.o.b. New York, per set of 8 posters, and the helpful nutrition material described above — \$1.00 per store for a 7-month tie-in with the National Nutrition Program. (Lower price if Combined orders permit larger run).

PRODUCTION IS NOW UNDER WAY ... Engravings are being rushed ... all orders MUST REACH US BY APRIL 17th. Use the attached stamped, addressed, order postcard.

NATIONAL ASSOCIATION OF FOOD CHAINS,
726 JACKSON PLACE, N. W.
WASHINGTON, D. C.